

Message Text

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 9988

INFO AMCONGEN DHAHRAN

AMEMBASSY JIDDA

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UNCLAS CAIRO 1813

EO 11652: NA

TAGS: BEXP, EG

SUBJECT: STATE OF PENNSYLVANIA IOGA TRADE MISSION

SUMMARY: DURING THEIR VISIT TO EGYPT FROM FEB 5-9, MEMBERS OF PENNSYLVANIA IOGA TRADE MISSION WERE ABLE TO GAIN APPRECIATION OF BOTH LONG-TERM POTENTIAL OF EGYPTIAN MARKET AND PROBLEMS CONFRONTING EGYPTIAN ECONOMY AND FOREIGN BUSINESSMEN. MISSION WAS WARMLY RECEIVED BY EGYPTIANS. HOWEVER, MISSION VISIT WAS TOO SHORT TO THOROUGHLY EXPLORE TRADE OPPORTUNITIES. END SUMMARY

1. MISSION DIRECTOR ROGERS BELIEVES THAT PENNSYLVANIA TRADE MISSION ACCOMPLISHED ITS PRIMARY OBJECTIVE OF EXPLORING EGYPTIAN MARKET DURING ITS SHORT STAY IN EGYPT. EMBASSY BELIEVES THAT VISIT OF PENNSYLVANIA MISSION, HOWEVER, WAS ONLY QUALIFIED SUCCESS. MISSION MEMBERS OBTAINED SALES AND REPRESENTATION LEADS, BUT ONLY ONE OR TWO COMPANIES ACHIEVED THEIR FULL OBJECTIVES.

2. VARIETY OF FACTORS LEAD TO OUR ASSESSMENT OF QUALIFIED SUCCESS. SOME MISSION MEMBERS WERE PRIMARILY INTERESTED IN IMMEDIATE SALES WHICH ARE EXTREMELY DIFFICULT TO ACHIEVE IN EGYPT. ANOTHER BASIC PROBLEM WAS THAT MISSION HAD ONLY TWO WORKING DAYS IN CAIRO. BECAUSE OF COMPLEXITY OF GOVERNMENTAL APARTUS, COMMUNICATIONS DIFFICULTIES AND CAIRO'S SHEER SIZE, MEANINGFUL CONTACTS IN SUCH SHORT PERIOD ARE DIFFICULT, PAR-
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PAGE 02 CAIRO 01813 111222Z

TICULARLY SINCE OFFICIAL TRADE MISSIONS HAVE CERTAIN PROTOCOL

REQUIREMENTS. ANOTHER HANDICAP WAS LATE ARRIVAL MISSION BROCHURES WHICH GREATLY LIMITED EFFORTS BY EMBASSY AND EGYPTIAN FEDERATION OF INDUSTRIES TO SPARK SIGNIFICANT PRIVATE SECTOR INTEREST IN MISSION. MEANINGFUL MARRIAGE OF GROUP MEETING, SOCIAL CONTACTS AND BUSINESS PURPOSES WAS NOT POSSIBLE BECAUSE OF WIDE PRODUCT SPREAD OF MEMBER COMPANIES.

3. MISSION SCHEDULE INCLUDED INTRODUCTORY RECEPTION ATTENDED BY OVER 100 EGYPTIAN GUESTS, DINNER HOSTED BY EGYPTIAN SIDE OF JOINT US/EGYPTIAN BUSINESS COUNCIL AND LUNCH GIVEN BY EGYPTIAN FEDERATION OF INDUSTRIES. GROUP MEETINGS WERE HELD WITH MIN ECONOMY SHAFEL, EGYPTIAN SIDE JOINT BUSINESS COUNCIL AND INTERESTED MEMBERS OF FEDERATION OF INDUSTRIES. MISSION MEMBERS UPON ARRIVAL RECEIVED EXTENSIVE EMBASSY BRIEFING. EMBASSY MADE MAJOR EFFORT TO SCHEDULE INDIVIDUAL MEETINGS FOR EACH MISSION MEMBER, BUT THESE GENERALLY HAD TO BE SQUEEZED INTO ONE SHOR (FOUR HOUR PLUS) EGYPTIAN WORKING DAY.

4. EXCELLENT ADVANCE WORK BY MISSION DIRECTOR ROGERS AND USDOC SUPPORT GREATLY CONTRIBUTED TO SMOOTH OPERATION OF MISSION. THIS ADVANCE WORK, HOWEVER, WAS NOT SUFFICIENT TO OVERSOME PROBLEMS OF LATE ARRIVA OF PROMOTIONAL MATERIAL, SHORT CAIRO STAY AND WIDELY DIFFERENT INTEREST OF MISSION MEMBERS.
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